

CF+

Sherway Gardens

Brandon Siow, Alex Chang, Kenny Huang, Shaizaan Prasla, Seong Han Lee

Table of Contents

1. Problem Statement
2. New Homes Around Sherway
- 3-4. Target Breakdown
5. Research & Interview Take-aways
6. Main Opportunities & Findings
7. Exploration & Ideation
- 8-11. What is CF+
12. CF+ Blueprint
13. CF+ Advertising Sample
14. CF+ Experience Cards
- 15-17. Storyboarding
18. Event Area: Former Nordstrom Storefront
19. Sherway Gardens Model Mockup
- 20-21. Benefits of CF+



A public realm in which new Canadians can connect to their new home!

Plans for Sherway Gardens

Led by **Cadillac Fairview** and **DiamondCorp** CF Sherway Gardens currently plans to undergo a major transformation that seeks to essentially revitalize the normally retail-centric area around CF Sheryway Gardens into what they reference as a “mixed-use community”. The project can be split into three phases looking to mix retail, residential and office spaces.



1

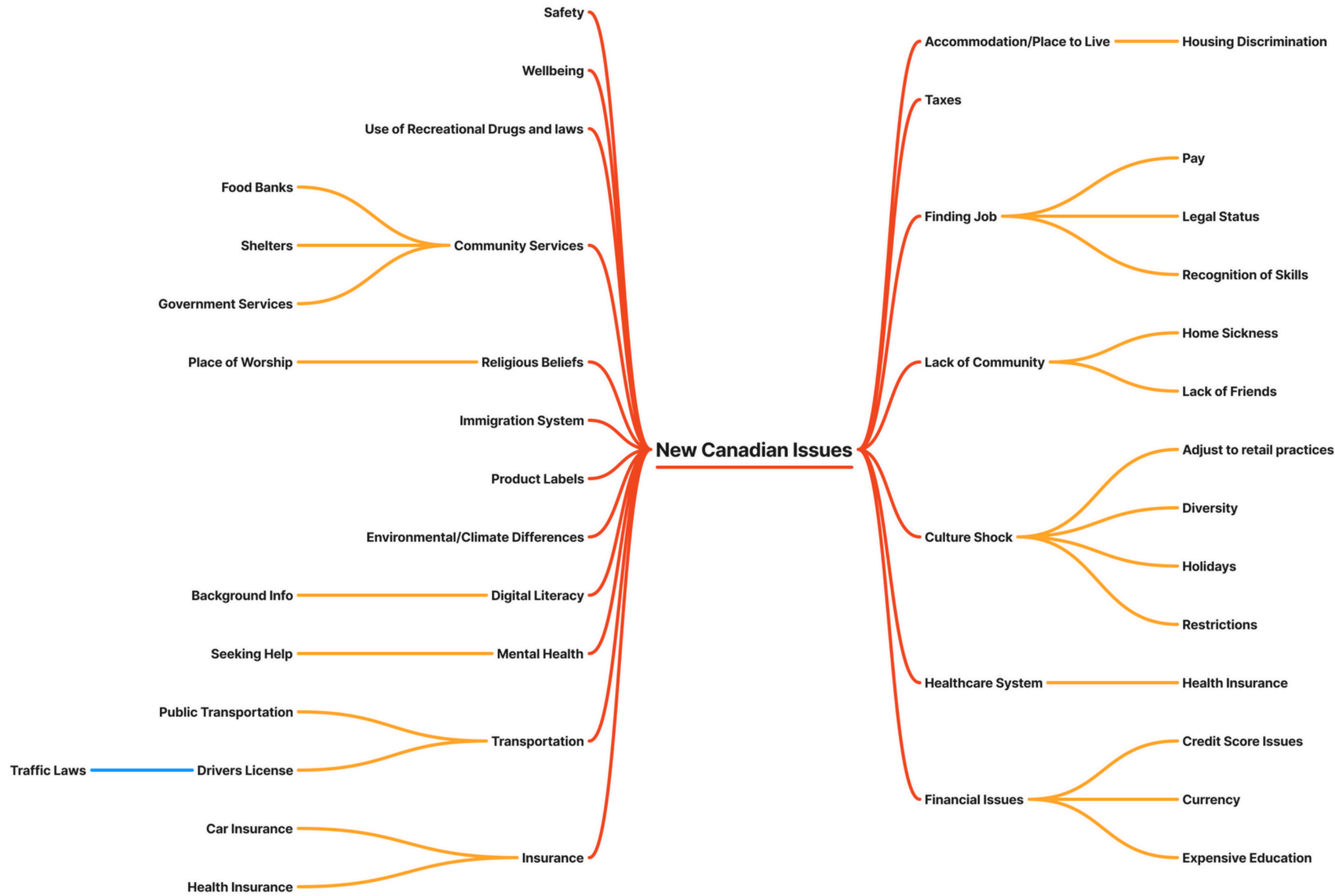
Phase 1 focuses on the north side, by The Queensway. It features four apartment and condo buildings, with a total of 1,578 residential units. These buildings will be accompanied by parks and pedestrian plazas

2

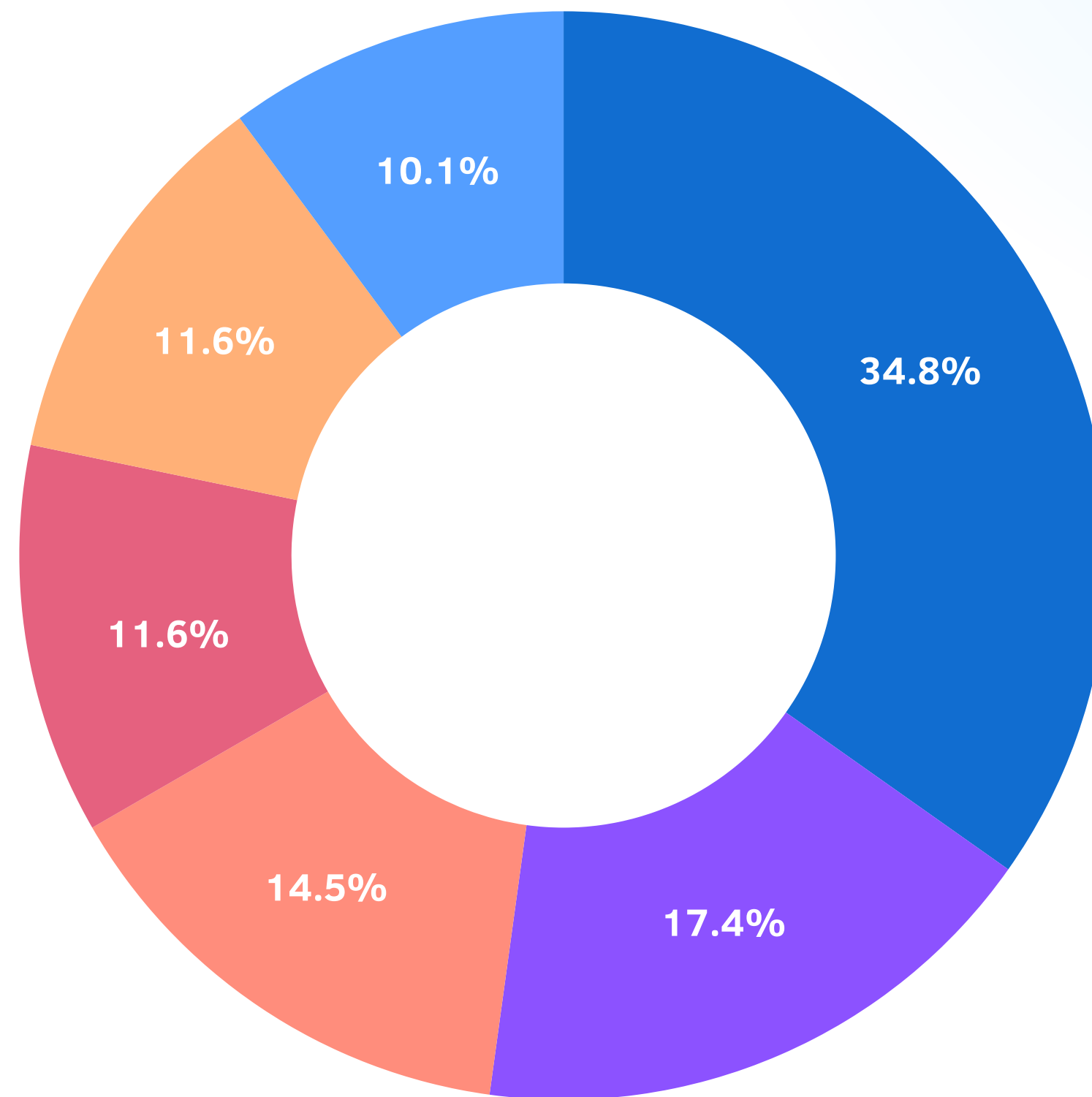
Phase 2 aims to bring more residential towers with space for retail and offices by the northeast side of the mall with approximately 2,800 residential units alongside public parks and pedestrian walkways

3

Phase 3 by the west side of the mall, more residential buildings housing around 1,900 residential units, with additional parks and pedestrian plazas. Plans also account for future possible transit expansions



- Lack of Purpose
- Need for Comfortable Atmosphere & Aesthetics
- Transportation/Getting to the Mall
- Interactivity & Spontaneous Engagement
- Sense of Belonging & Being
- Cultural Differences



Data is derived from direct interviews with "New Canadians" and is based off the number of times these concerns have been brought up.

Ambiguity of the Canadian Mall

Key Insight: Unlike malls in their home countries, which may serve community or recreational purposes, Canadian malls often lack social, cultural, or recreational activities. This alongside *a conflict of interest with new Canadians and malls* leaves the purpose of malls ambiguous to new Canadians. *(Budget range, Time, Studies)*

Lack of Social and Recreation

Key Insight: Many apart from just new Canadian's seek a "fun time or experience" when at a mall, and feel a need to *balance transactional and recreational* experiences through things like *interactivity and multi-use spaces*.

Impersonal Atmosphere

Key Insight: Many find most Canadian malls to sort of blend into one another with no distinct identity attached to each one, *creating something memorable* will provide reasons to come back and foster a better space environment urging customers to make a purchase.

Inconvenience of Public Transportation

Key Insight: There is an obvious pain point in the part of public transportation, but the solution is *out of the hands of CF*, meaning to drive in traffic from outside of an "accessible range", we have to *make the trip more "worth the while"*.

Enhancing the Value & Experience of a Mall Visit for Non-Drivers

Opportunity: Many new Canadians rely on transit and are selective about mall visits. *Offering amenities like co-working spaces, entertainment, and even rewards* can make trips more worthwhile and accessible.

Reimagine the Mall as a Multi-Functional Community Hub

Opportunity: Transform malls into *community hubs with cultural events*, educational activities, and recreational spaces to make them more inviting and purposeful for new Canadians and all visitors.

Creating a Comfortable, Relaxing, and Inclusive Atmosphere

Opportunity: Transform malls by creating *park-like, relaxing spaces to address their impersonal nature*. This approach fosters connection, encourages visitors to spend more time, and provides a memorable experience beyond just shopping.



- Families chapter out their day when shopping
- Child-targeted activities may be a benefit for both parents and kids

Empty store fronts could be used by either new retailers or existing retailers can move their existing locations to the larger storefronts for more additions

Examples:

- Lego store could move to the storefront near former Nordstrom to incorporate a Legoland
- Nifty small businesses like cat cafes would fit right in

More third spaces such as Indigo and small coffee shops
More seating in existing third spaces

Outdoor pavilions with seating

Children's indoor playground with ground materials such as rubber flooring and artificial grass hills; structures can be standard wood/metal/plastic

Proposed new businesses:

- IKEA (to be placed in former Nordstrom)
- Legoland (moved from ext to IKEA)
- Supermarket of any kind

Foliage/plant walls as opposed to big blank white walls

Aquariums for aesthetics

How Might We Transform Malls from a primarily Shopping destination into a Multi-Purpose space for Visitors

Better use of "rest" Spaces, Third Spaces & Use of Empty Communal Spaces

How Might We Redesign mall interiors to create more intimate zones that address concerns about safety, cleanliness, and positive emotions

CF+ (Pop Up Events)

Points/rewards service + optional app which gives points or credits for shopping at CF locations called CF+

How Might We Foster a stronger emotional connection between new Canadians and malls, transforming the mall into a space they feel compelled to visit more regularly?

CF guides in casual signature uniform who walk around the mall answering questions anybody has

How Might We Improve and diversify the experience at the mall to create several impactful reasons as to why a longer commute becomes "worth the time"?

Anniversary events (could also include sales and discounts)

Promote more sales or times where there may be discounts at certain stores

Grand opening celebrations/events

Events that create memories for people and not just the usual run of the mill promotions

Fashion shows that feature the brands in the mall alongside smaller fashion brands/solo designers who are also situated in the mall

How Might We Create a mall experience that reflects the diverse cultures of new Canadians to make them feel more at home?

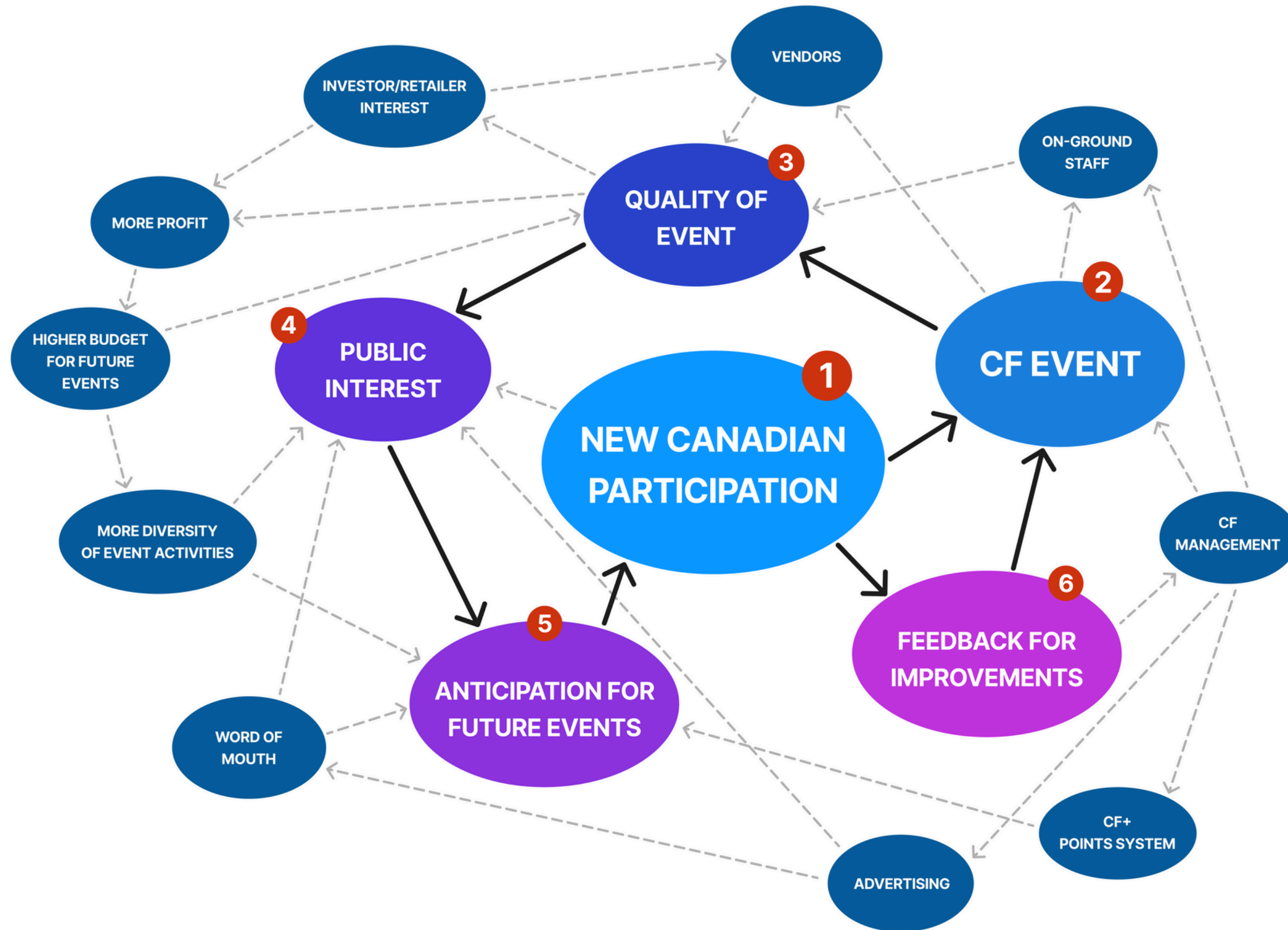
A community group for new Canadians to join and learn something with (ESL programs)

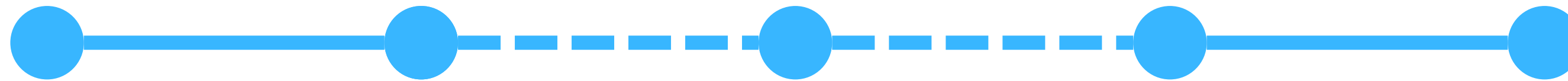
and that brings us to our solution...

CF+ (Pop-up Events!)

What is CF+

Setup throughout several empty communal spaces, CF+ plans to introduce *frequently rotating pop-up* events designed highlighting several aspects of Canadian culture and other key events/holidays. Goal is to create meaningful connections that will resonate with customers especially New Canadians.





Initial Engagement

Advertising and gaining CF+ interest through Posters, Videos and frequent in-mall advertising etc

CF+ Attendant Intro & Experience Card

Each customer entering the area is greeted by an attendant providing a brief explanation of the event and then the experience card

Event Participation Stations


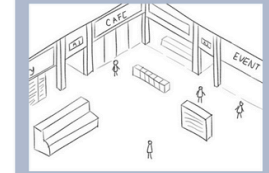


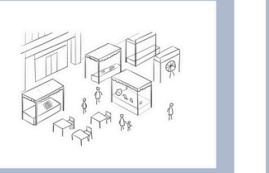




Going through the unique event and the experiences and gaining markers upon completion of each key station **(6 total per event)**

Experience Card Completion

Upon completion of the event and the given Experience card, customers return to a CF+ attendant to claim their small collectable reward

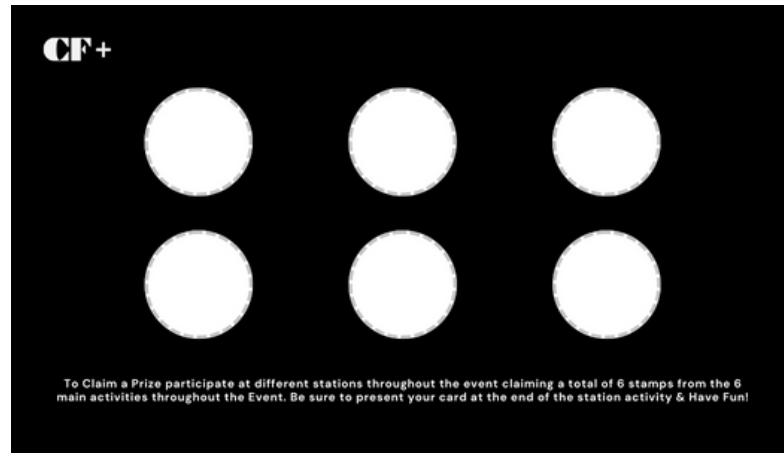
Satisfaction & Feedback

Before exiting CF+ attendants will confirm satisfaction with the vent thanking the customer and asking for an optional 5 question feedback survey

	1	2	3	4	5	6	7	8	9	
FRONT END	<p>Participants first enter the mall and are greeted by enticing signage regarding the CF+ Event</p> 	<p>Participants wander throughout the mall, exploring the decorative environment</p> 	<p>CF Guides approach individuals who appear to be wandering in a friendly manner to assist</p> 	<p>Making their way to one of the event sites, they are introduced to the Experience card system and various activities</p> 	<p>Participants will explore the main event, enjoying the many games and activities whilst collecting markers</p> 	<p>Participants explore the many smaller activities throughout the mall, collecting markers whilst getting familiar with the mall simultaneously</p> 	<p>Upon collecting all of the markers on their card, participants will return to the main event desk to redeem a prize</p> 	<p>Participants leave the event with their new introduction to Canadian culture and souvenirs as reminders</p> 	<p>Emails given by the participants during the event will be sent a feedback survey to plan for future events</p> 	STEP DEFINITION
	New Canadian / Participant	New Canadian / Participant	CF Guides	CF Guides	New Canadian / Participant	New Canadian / Participant	New Canadian / Participant	New Canadian / Participant	New Canadian / Participant	USER
	Posters, digital screens, signage	Themed decorations, light-up kiosks	Noticeable CF Uniform, provide maps, verbal communication in several languages	Noticeable CF Uniform, Explain Event, Verbal communication in several languages	Local Business	Local Business, Retailers	Interaction with event staff at prize redemption desk, physical prize	Souvenirs and memorabilia that participants take home, contributing to a lasting positive impression	Digital feedback form sent via email, providing a direct channel for participant communication and input.	TOUCHPOINT
BACK END	<p>Digital systems for posters</p> <p>Physical billboards</p> <p>Digital audio systems for music or intercom</p>	<p>Safety regulations and standards are met</p> <p>Decorations are properly installed</p>	<p>Subtle crowd control</p> <p>Tracking which areas are busier than others</p>	<p>Sufficient number of stamp cards must be provided</p> <p>Staff must understand system in depth</p>	<p>Staff scheduling and rotation</p> <p>Backup supplies and materials</p>	<p>Clear and secure walkways and respites</p> <p>Retailers must be prepared for a large influx of customers</p>	<p>Main desk must be well-staffed at all times</p> <p>Prizes must be in stock and organized</p>	<p>Prizes and take-home items must be up to quality standards</p> <p>CF distributed items must be well in stock</p>	<p>Surveys must be sent immediately after event concludes</p> <p>Feedback must be tracked and analyzed adequately</p>	LOGISTICS SYSTEM +
	Clear enticing signs crucial for first impressions	Poorly installed or broken decor is both aesthetically displeasing and hazardous	CF Guides must have prior customer service experience to deal with challenging scenarios	Lack of efficiency with card distribution greatly affects service	Long wait times and unengaging activities will give a bad impression	Ensure that these events are more intimate and less grand	Long wait times and out of stock prizes will give a bad impression		Direct feedback essential for future improvements; Provided emails could be incomplete or incorrect	CRITICAL MOMENT
	Note the busiest entrances and times	More interactive or immersive decorations could be implemented at some areas	Guides are crucial but may be underutilized if not properly positioned	How many participants actually utilize this experience card?	Which games entice participants the most? Is there a pattern or theme that is somewhat universal?	Volunteer or private schools/academies could run these spaces	Upgrade souvenir quality as the event continues to run over time, with better prizes every new event		Monitor patterns; Are there aspects everyone enjoys more outside of general aspects?	OBSERVATIONS + QUESTIONS
	Update and modify signage based on event themes to keep the experience fresh		Train employees in cultural sensitivity and multiple languages to better assist and engage with new Canadians		Introduce social setups like the former Microsoft flatscreen at Yorkdale				Offer incentives for survey completion, such as discounts or entry into a raffle for future events	OPPORTUNITIES + IDEAS



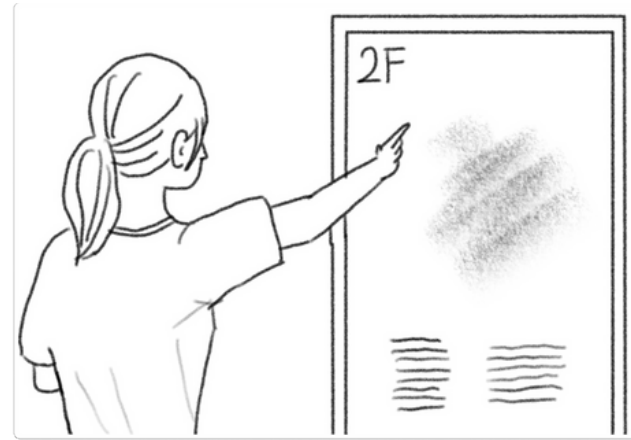
Covering 3 sample events being *Canada Day, Canadian Cuisine, & Canadian Winter* as examples are 3 poster layouts displaying key information regarding the event alongside a suitable background image changeable depending on the unique events.



Unique Experience Cards for each CF+ Event to be handed out to each participant, then will be used to collect markers at 6 main activities within the event which when all 6 have been achieved can be redeemed for collectable!



1. Planning the Visit



Participants plan their visit to the mall, checking event schedules and activities via CF social media ads, in-person ads, and on the CF website.

2. Arriving in Style



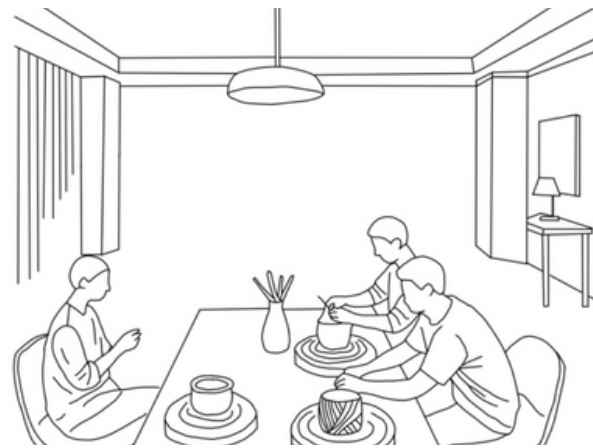
Upon arrival, to the event space they are greeted with a stylized environment featuring banners, lights and fake snow then are met with a CF Attendee who briefly explains the event and hands them an Experience card explaining the Experience Marker collection system across the mall's many stations

3. Discovering the Magic



The participants enjoy a lively atmosphere throughout the mall with events such as Canadian winter sports displays, Christmas marketplaces, and a winter fashion show featuring Canadian designers.

4. Engaging Experiences



Within more intimate areas of the mall, participants of all ages can experience winter arts & crafts workshops held by local art schools and quieter lounge areas for those who want a break.

5. Experience Card Completion



Once all markers from each station at the event have been claimed, customers can head back to the entrance of the event where they received their initial card to claim a prize! (Keychain, collectable card, plushie, or apparel)

6. Satisfaction & Feedback



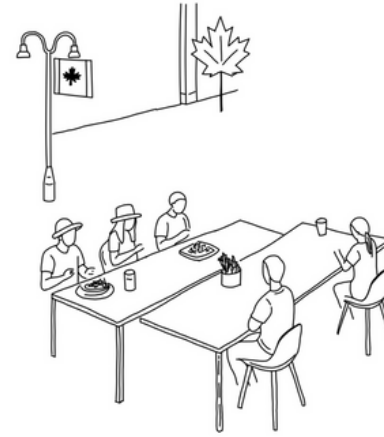
After returning home, the participants share their positive experience on social media and complete an online email feedback survey for CF to consider in their next event.

1. Anticipating the Flavors



Participants plan their visit to the mall, checking event schedules and activities via CF social media ads, in-person ads, and on the CF website.

2. Warm Welcome



Upon arrival, to the event space they are greeted with a stylized environment featuring banners, lights then are met with a CF Attendee who briefly explains the event and hands them a stamp card explaining the Experience Marker collection system across the mall's many stations

3. Taste of Canada



As participants navigate through the event, they can enjoy sampling various iconic dishes such as poutine, Beaver Tails, butter tarts, tourtière, and fresh seafood, each paired with local wines, beers, and/or non-alcoholic drinks.

4. Culinary Delights



Live cooking workshops will be held in some areas, where selected participants can learn to prepare authentic Canadian dishes from celebrated local chefs.

5. Experience Card Completion



Once all markers from each station at the event have been claimed, customers can head back to the entrance of the event where they received their initial card to claim a prize! (Keychain, collectable card, plushie, or apparel)

6. Satisfaction & Feedback



After a day filled with delicious food, the participant departs with a collection of Canadian recipes, organic products, and regional delicacies purchased from vendor stalls. They are sent a quick feedback form via email for completion at home.

1. Planning the Celebration



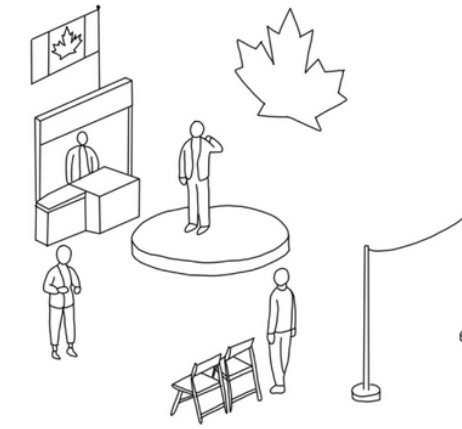
Participants plan their visit to the mall, checking event schedules and activities via CF social media ads, in-person ads, and on the CF website.

2. Lively Arrival



Upon arrival, to the event space they are greeted with Canadian themed decorations, flags, and lights. They are met with a CF Attendee who briefly explains the event and hands them a Experience Marker card explaining the Experience Marker collection system across the mall's many stations

3. Station Featuring's



Stations featuring Canadian culture, including live performances, an assortment of interactive games at digital kiosk spaces, and booths showcasing Canadian merchandise. More intimate areas will have face painting stations and lively historical retellings which celebrate Canadian heritage.

4. Canada Day Exclusive



A 20-minute firework display will be held in the evening on the date of Canada Day. Families leave the mall with smiles no matter the time of day, following well-marked routes in the parking lot and souvenirs they bought/won from the event.

5. Experience Card Completion

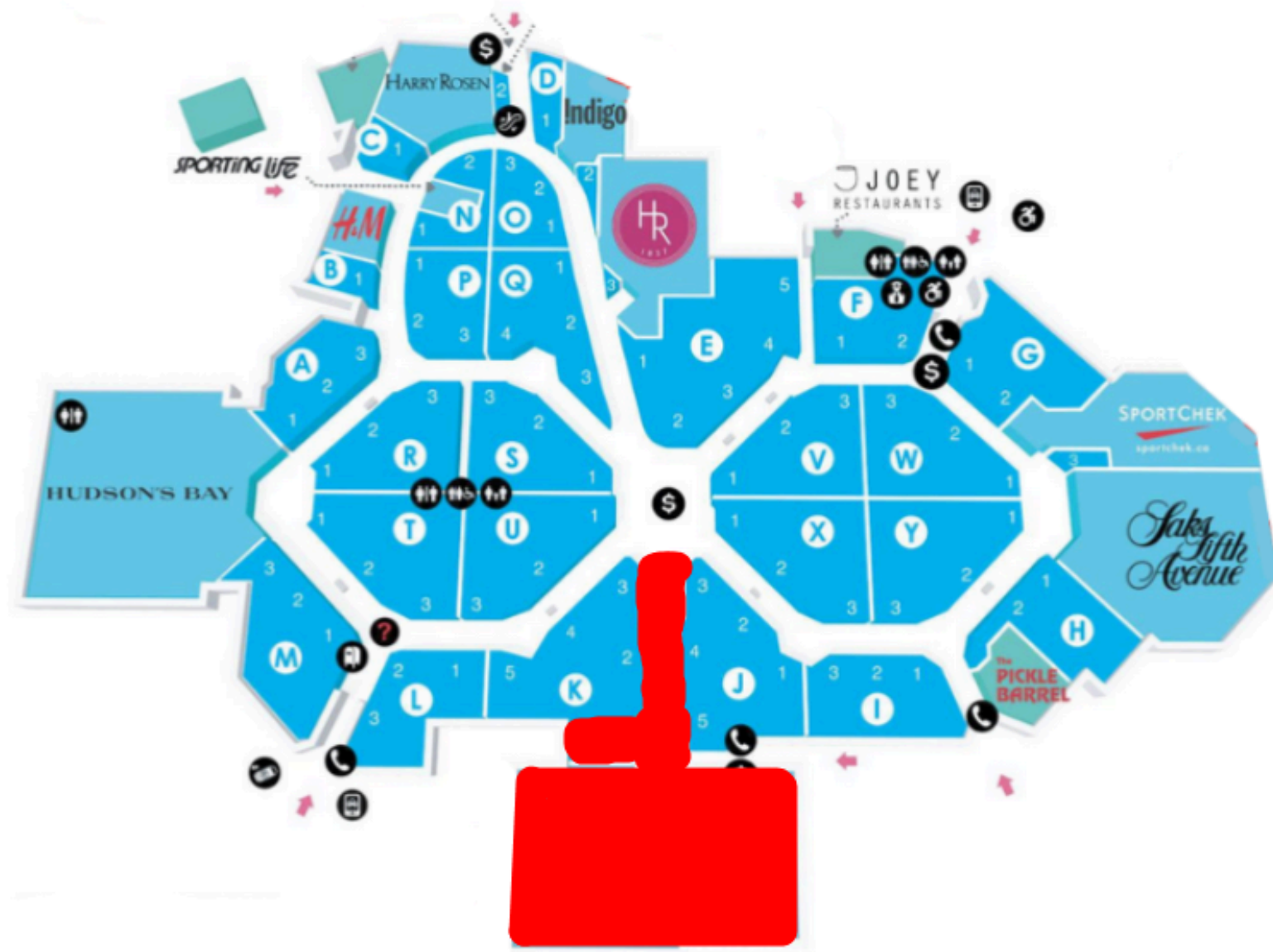


Once all markers from each station at the event have been claimed, customers can head back to the entrance of the event where they received their initial card to claim a prize! (Keychain, collectable card, plushie, or apparel)

6. Sharing the Joy



Once home, the customer posts pictures and positive comments about the Canada Day celebration at the mall, encouraging friends to attend next year, as well as filling out a feedback form for next year's celebration.

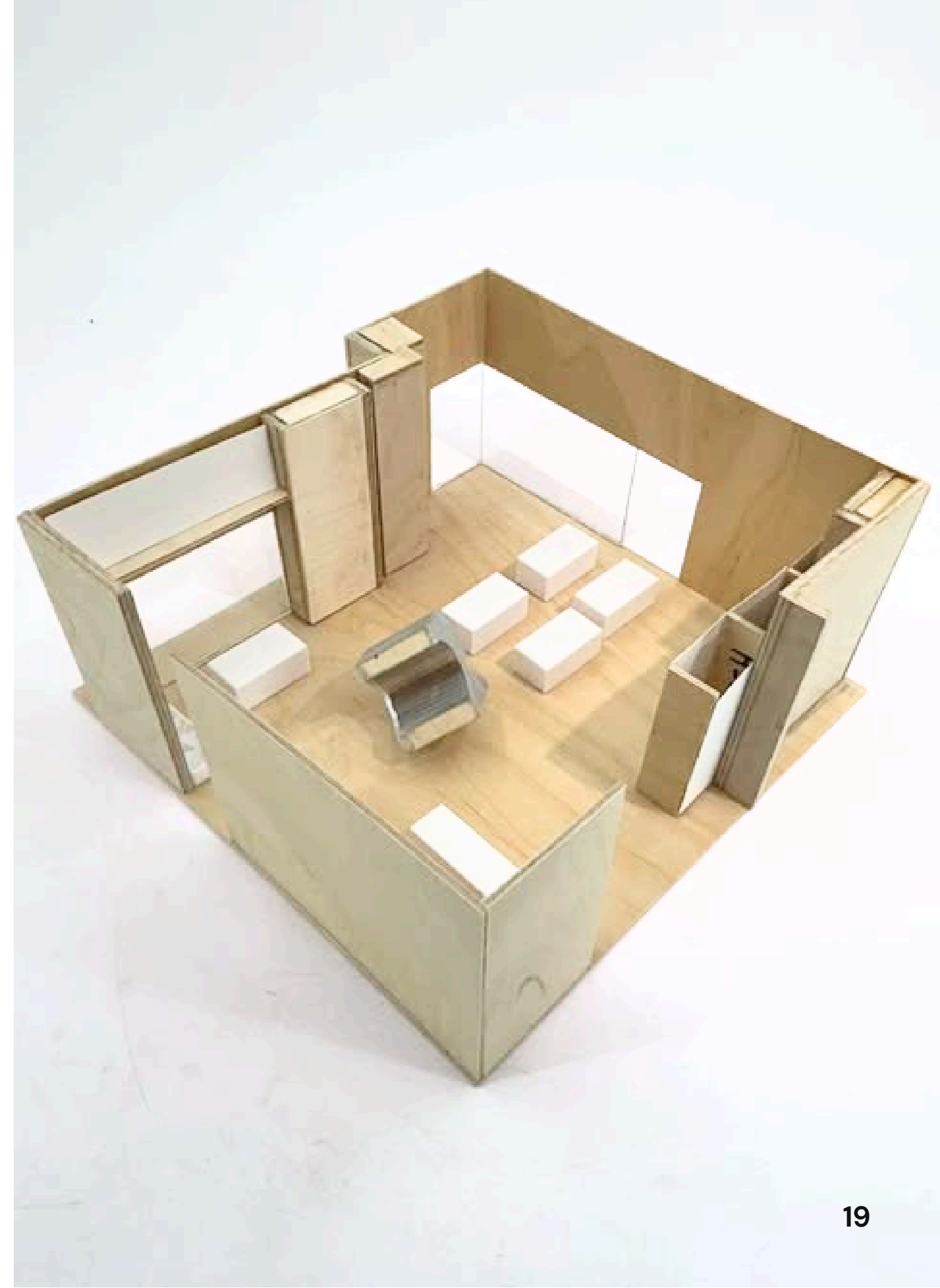
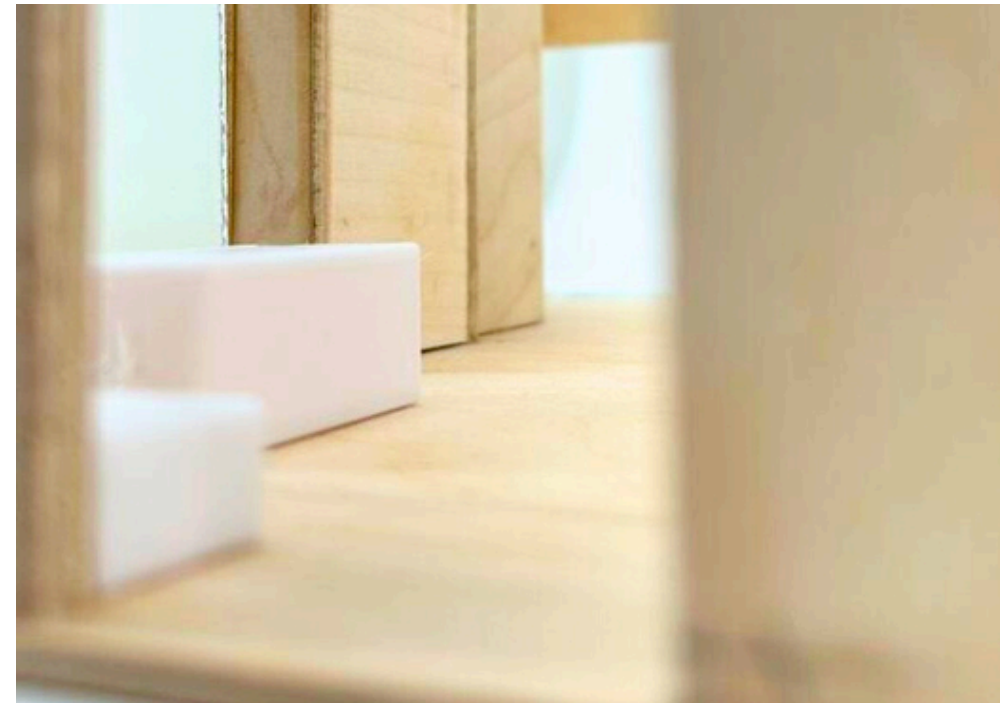
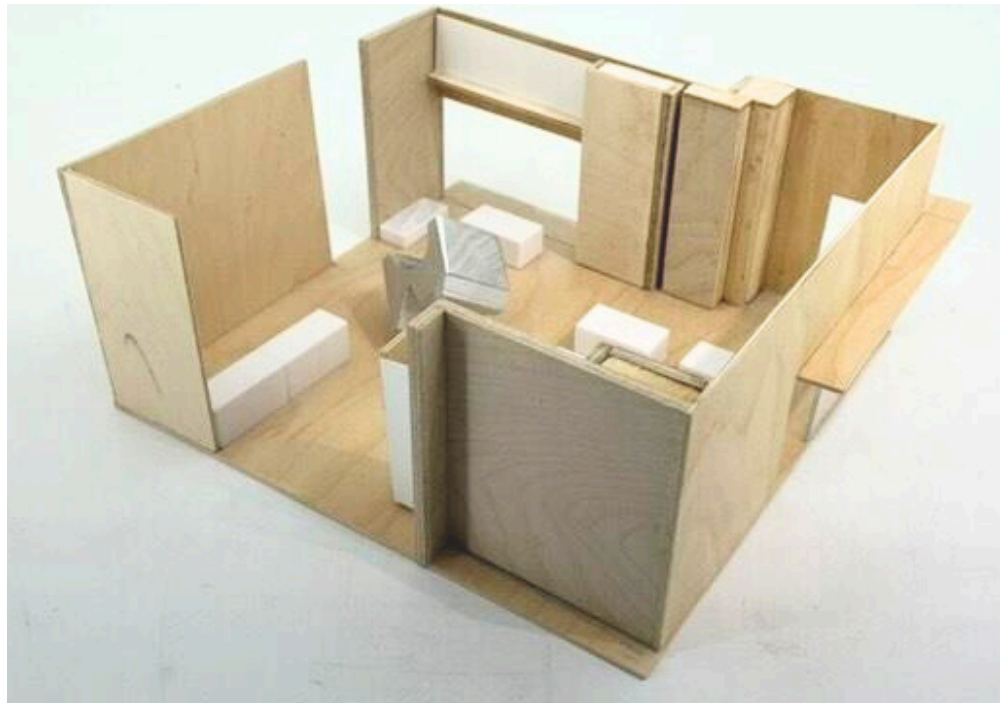
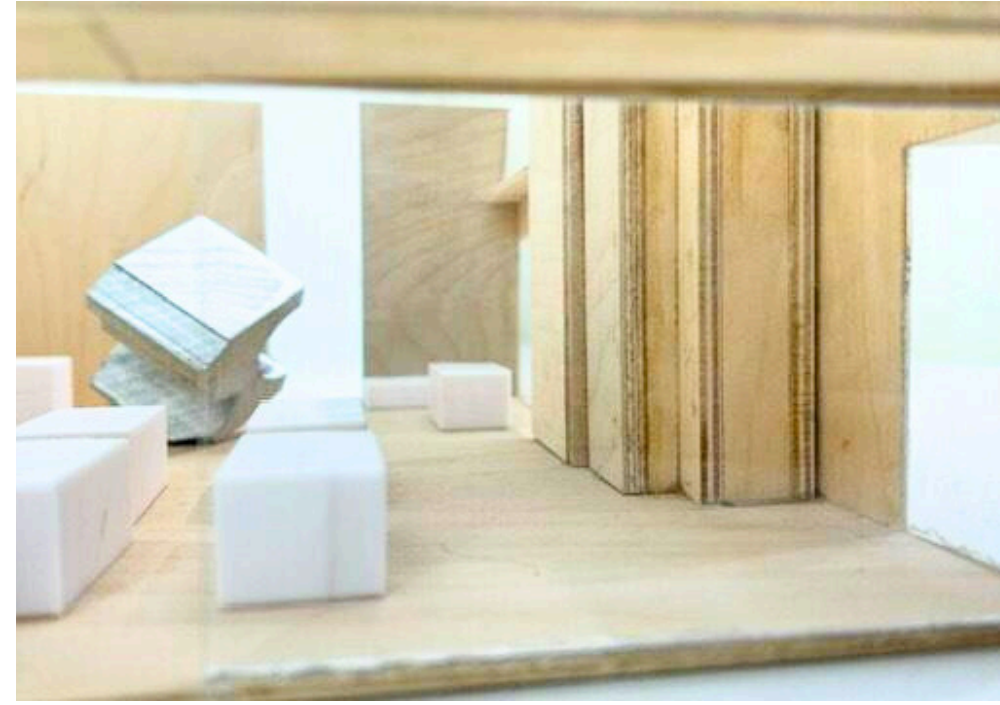


Making *use of existing underutilized spaces* within the mall is the core of it all, one such key case within Sherway Gardens is the former storefront of Nordstrom which has, to this day, been left relatively empty and as such making the space perfect for CF+ and the events.

See the **Highlighted Red** section for location on the map



On-site photos of Nordstrom Storefront



Making use of the primary outlined space by Nordstrom at Sherway Gardens is a sample mockup containing event station tables, a set of interactive kiosk screens for customers, banner screen, and a **core "center-piece"** to be changed for each individual event.

New Canadian Experience

First Impressions Matter Most: The Canadian Culture-focused events serve as a welcoming way for new Canadians to better integrate themselves into their new home whilst also becoming a memory with every visit to the mall.

Guidance through Canadian Retail: The events introduce local brands, shopping norms, and rewards, *helping newcomers navigate Canadian retail culture* while saving money and exploring new products.

Accessibility and Comfort: Multi-language support, transit information, and family-friendly spaces make the mall more accessible and welcoming, providing a comfortable, *inclusive environment for new Canadians*.

Boost Customer Engagement

Incentive to Visit Regularly: The consistently running events provide a reason to visit the mall frequently, especially with *time-limited merchandise and products*.

Personalized Experiences: Some smaller parts of the event could offer tailored experiences based on user personality, encouraging more visits and enhancing the experience.

Gamification: The various activities make the event more lively, turning the mall into a space associated with fun, especially to younger shoppers who enjoy gamified experiences.

Community and Loyalty Building

Fostering a Sense of Belonging: By creating a consistent schedule of events and accompanying retail promotions, the mall can position itself as a local hub and gathering space consistently.

Long-Term Loyalty: Attendees who keep up with the retailers at Sherway are more likely to return when they are featured in the next event, building loyalty through the app's consistent and rewarding experience.

Enhanced Social Interaction: The events encourage people to bring friends or family along, *enhancing the social experience of the mall and increasing the popularity* of Sherway Gardens as a community hub.

Expansion & Implementation

Expanding to other CF malls with a set structure ensures ease of implementation. A standardized event framework—such as designated zones for workshops, cultural showcases, and pop-up markets—can be adapted to each mall's layout. Clear guidelines for setup, partnerships, and marketing streamline operations, while consistent branding ensures a seamless experience.

This structure allows for efficient scaling and local customization to meet community needs.

Growing Community

With the ongoing expansion around Sherway Gardens, including new residential developments, building a strong community through these events is essential. As more people move into the area, malls can serve as central hubs for connection, cultural exchange, and support for new Canadians.

Creating a sense of belonging fosters loyalty, encourages repeat visits, and strengthens the mall's role as an integral part of a growing and vibrant neighbourhood.

Sustainable Event Framework

Incorporating permanent infrastructure, such as screen banners for advertising and interactive kiosks for event details and event games, simplifies execution. Standardized event templates, including defined spaces for activities, clear logistics plans, and reusable decor, reduce planning time and costs.

This structure allows events to evolve with community needs while ensuring a seamless, scalable process for organizers.

Thank You!



Brandon Siow, Alex Chang, Kenny Huang, Shaizaan Prasla, Seong Han Lee